

# BUSINESS SPOTLIGHT MEDIA DATA 2025

Valid from 1. January 2025

ZEIT  SPRACHEN



# ZEIT SPRACHEN

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ZEIT SPRACHEN is Europe's number one publisher of language magazines. As a 100% subsidiary of the ZEIT publishing group, we offer high quality language learning products with our brands Spotlight, Business Spotlight, Écoute, Adesso, Ecos and Deutsch perfekt.

Every month, 1.4 million people place their trust in our print and digital products. Whether reading or listening comprehension, grammar, vocabulary or pronunciation - our products make language learning a pleasure. The useful and instructive content means that our readers spend around eight hours on every issue of our magazine. For this reason, our publications are an ideal environment for you to place your message effectively.

# BUSINESS SPOTLIGHT

## Discover the international business world with Business Spotlight

Business Spotlight presents important terms, idioms and formal manners that are essential for international business.

Comprehensive reports on current political and economic events as well as helpful tips for everyday work make for a rounded learning experience.

In this way, not only the language but also important manners are taught on an intercultural level.



Print Run **15,000**

Sold Circulation **11,000**

Source: Publisher information

# PRODUCT PORTFOLIO (Print & eMagazine)

## Language Magazine

The high-quality language magazine offers articles on corporate management, successful negotiations, technology and career and much more. Reports on current world events in a business context are combined with an extensive language learning section with grammar and vocabulary exercises at the levels of easy (A2), medium (B1-B2) and difficult (C1-C2).

## Exercise Booklet

As a perfect complement to the magazine, the 16-page exercise booklet offers additional language exercises covering grammar, vocabulary and everyday Business English.



## Teacher's Supplement

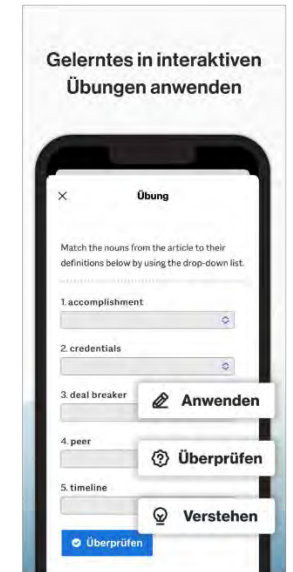
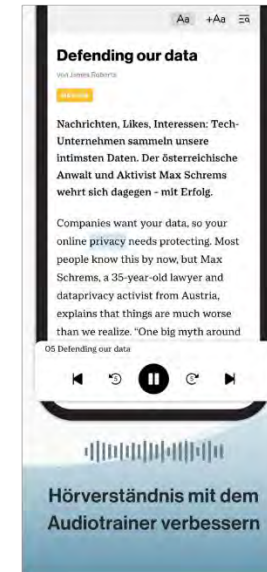
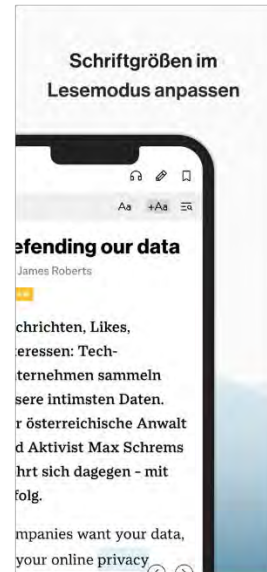
In order to enrich English lessons with individual tasks, the teacher's supplement offers a wide range of exercises to accompany the articles in the magazine as well as incentives for effective learning.

## Audio Trainer

The audio trainer offers 60 minutes of exclusive listening material. Texts recorded by native speakers, in conjunction with the accompanying booklet, provide full listening comprehension.

# The new eMagazine is here!

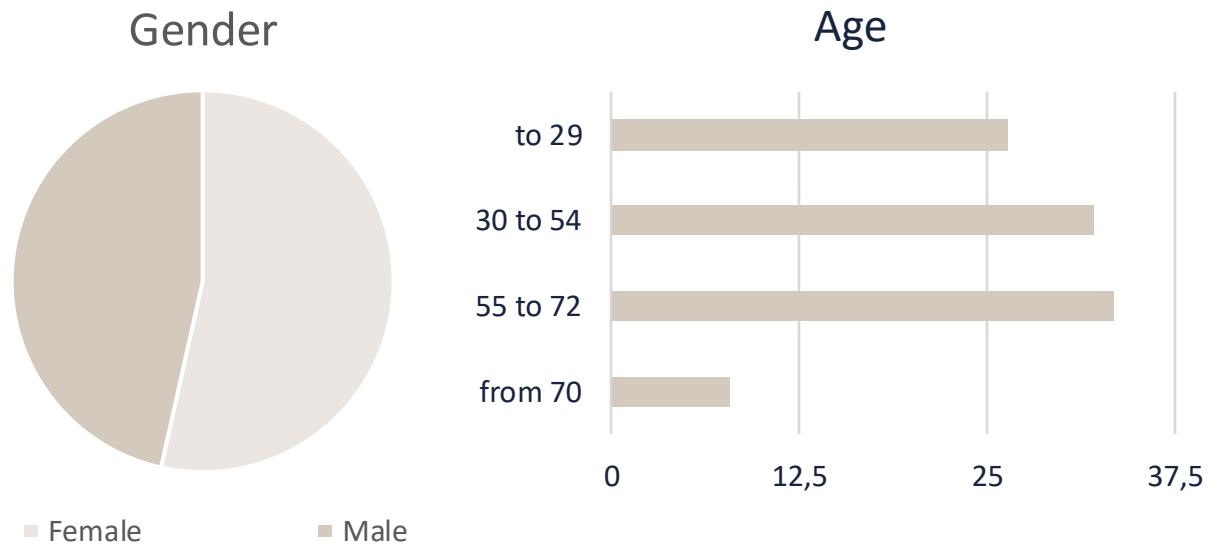
The Business Spotlight eMagazine offers everything in one app: exciting articles, audio content and interactive exercises. The reader combines enjoyable reading with effective language learning. Perfect for deepening your favorite language.





# TARGET GROUP

Business Spotlight's readers are mature, well-educated and enjoy learning languages. They also like to be well informed in order to better understand the political and social background to events happening around the world.



Source: Market Research Spotlight AWA 2020

# ONLINE: ADVERTISING OPPORTUNITIES

The brand website ,business-spotlight.de´ and the weekly newsletter ,ZEIT für Englisch´ contain constantly changing articles, columns and blogs for effective English learning.

| Advertising Media      | Format  | Price   |
|------------------------|---|---------|
| Newsletter-Integration | Image: 600 x 340 Pixel<br>Headline: max. 170 Characters<br>Text: 300 - 500 Characters | 1,890 € |

All prices plus VAT



Sample online ads.

# MAGAZINE: AD FORMATS



4c 12,600 €

2/1 Page  
420 x 280 mm



4c 6,660 €

1/1 Page  
210 x 280 mm



4c 3,680 €

1/2 Page  
210 x 140 mm



4c 3,680 €

1/2 Page  
105 x 280 mm



4c 2,520 €

1/3 Page  
210 x 93 mm



4c 2,520 €

1/3 Page  
70 x 280 mm



4c 2,000 €

1/4 Page  
210 x 70 mm



4c 2,000 €

1/4 Page  
53 x 280 mm



4c 2,000 €

1/4 Page  
105 x 140 mm



4c 1,480 €

1/6 Page  
123 x 58 mm

For trim sizes, the following applies: 5 mm trim allowance on all sides. All prices plus VAT.



# MARKETPLACE in the MAGAZINE

The image shows a sample of classified advertisements from a magazine's marketplace section. On the left, there is a 'Typical mistake' section with a green background, a 'Progress check' section with an orange background, and an 'ANSWERS' section. On the right, there are several small advertisements for language courses and travel services, including 'Learn English in Cornwall', 'Studitalia', 'VALORME', 'Co.Co', and 'scuola toscana'. At the bottom right of the ads, there is a contact information box for 'ZEIT & SPRACHEN'.

Sample classified ads.

Small budget - big effect!

Whether language courses – products or travel – we offer the right advertising environment for every industry.

| Format       | Basic Price s/w<br>5.70 € pro mm | Basic Price 4c<br>6.90 € pro mm |
|--------------|----------------------------------|---------------------------------|
| 45 x 20 mm   | 114 €                            | 138 €                           |
| 45 x 50 mm   | 285 €                            | 345 €                           |
| 91.5 x 30 mm | 342 €                            | 414 €                           |

All prices plus VAT.

# OVERVIEW OF DEADLINES

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| <b>Issue</b> | <b>Date of Publication</b> | <b>Advertising Deadline</b> | <b>Copy Deadline</b> |
|--------------|----------------------------|-----------------------------|----------------------|
| 01/2025      | 13.12.2024                 | 08.11.2024                  | 15.11.2024           |
| 02/2025      | 17.01.2025                 | 06.12.2024                  | 13.12.2024           |
| 03/2025      | 14.02.2025                 | 10.01.2025                  | 17.01.2025           |
| 04/2025      | 28.03.2025                 | 21.02.2025                  | 28.02.2025           |
| 05/2025      | 25.04.2025                 | 21.03.2025                  | 28.03.2025           |
| 06/2025      | 23.05.2025                 | 17.04.2025                  | 25.04.2025           |
| 07/2025      | 20.06.2025                 | 16.05.2025                  | 21.05.2025           |
| 08/2025      | 18.07.2025                 | 13.06.2025                  | 20.06.2025           |
| 09/2025      | 15.08.2025                 | 11.07.2025                  | 18.07.2025           |
| 10/2025      | 12.09.2025                 | 08.08.2025                  | 15.08.2025           |
| 11/2025      | 24.10.2025                 | 19.09.2025                  | 26.09.2025           |
| 12/2025      | 21.11.2025                 | 17.10.2025                  | 24.10.2025           |
| 01/2026      | 12.12.2025                 | 07.11.2025                  | 14.11.2025           |

# CONTACT

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## **Eva-Maria Markus**

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## **ZEIT SPRACHEN GmbH**

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Germany

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[https://unternehmen.zeit-sprachen.de/  
fuer-werbekunden](https://unternehmen.zeit-sprachen.de/fuer-werbekunden)

## **Bank Details**

Commerzbank AG, Dusseldorf

IBAN: DE46 3008 0000 0212 8652 00

BIC: DRES DE FF 300

## **Terms of Conditions**

The publisher's terms and conditions of business shall apply to the processing of advertising orders of any kind.

## **Terms of Payment**

Within 30 days net after receipt of invoice by bank transfer, direct debit, for advance payment up to the first day of sale 2% discount.

## **Value Added Tax**

The statutory value added tax applies.

## **Deadline for Advertisements / Right of Withdrawal**

Advertising deadline is 5 weeks before publication date.

## **Copy Deadline**

4 weeks before publication

## **Colour Profile**

PSOcoated v3